



KNXV

ORDER

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Flight Dates 09/04/12-09/10/12

<u>Contract / Revision</u>	309737	/	<u>Product</u>	<u>Order Sep</u>	00:20:00
<u>Original Date / Revision</u>	08/30/12	08/30/12	<u>Carmona for Arizona</u>	<u>Estimate #</u>	1709
				<u>Alt Order #</u>	
			<u>Agency Com</u> 15%	<u>Billing Type</u>	Cash
			<u>Billing Contact</u>	<u>Order Type</u>	GENERAL
<u>Advertiser</u>	<u>Carmona / Democrat / US Se</u>		<u>Billing Cycle</u>	EOM/EOC	
			<u>Billing Calendar</u>	BROADCAST	
<u>Agency</u>	<u>GMMB Inc</u>		<u>Demographic</u>	A25-54	
<u>Buying Contact</u>			<u>Rev Codes</u>	POL	POL CAND
			<u>Product Codes</u>	PL	
<u>1010 Wisconsin Avenue - Suite #80</u>	<u>Sales Office</u> EWSDC		<u>Priority</u>	P-3	
<u>Washington, DC 20007</u>	<u>Sales Region</u> NAT		<u>Advertiser Ref</u>		
	<u>Agency Ref</u> 2				

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Competing Station	Order Share %	Market Value	Amount
CABLE	%		
KASW	%		
KDRX	%		
KPHO	%		
KPNX	%		
KPPX	%		
KSAZ	%		
KTVK	%		
KTVW	%		
KUSK	%		
KUTP	%		
UNKWN			100%

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	72	\$35,232.50	\$41,450.00	0.00	08/27/12	09/10/12	72	\$35,232.50	\$41,450.00
Totals	72	\$35,232.50	\$41,450.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
N 1	KNXV	09/04/12	09/10/12	M-F 5-6am M-F 5-6am	CM	5am-6am	MTWTF--	:30	4	\$100.00	P-3	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		4				\$100.00		0.00			
N 2	KNXV	09/04/12	09/10/12	M-F 6-7am M-F 6-7am	CM	6am-7am	MTWTF--	:30	4	\$225.00	P-3	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		4				\$225.00		0.00			
N 3	KNXV	09/04/12	09/10/12		CM	7am-9am	MTWTF--	:30	5	\$225.00	P-3	0.00	NM	5	\$1,125.00



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Contract / Revision **309737** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 08/30/12 / 08/30/12

Order Sep 00:20:00

Advertiser **Carmona / Democrat / US S** Product **Carmona for Arizona**

Estimate # **1709**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
				M-F 7-9am												
				M-F 7-9am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--		5	\$225.00			0.00						
N 4	KNXV	09/08/12	09/08/12	Sa 6-7am GMA	CM	6am-7am										
				Sa 6-7am Good Morning ,												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	-----S-		1	\$150.00			0.00						
N 5	KNXV	09/09/12	09/09/12	Su 6-7am GMA	CM	6am-7am										
				Su 6-7am Good Morning ,												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	-----S		1	\$150.00			0.00						
N 6	KNXV	09/04/12	09/10/12	M-F 9am-10am	CM	9am-10am										
				Sonoran Living												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--		3	\$100.00			0.00						
N 7	KNXV	09/04/12	09/10/12	M-F 10am-11am	CM	10am-11am										
				The View												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--		3	\$450.00			0.00						
N 8	KNXV	09/04/12	09/10/12	M-F 11am-12pm	CM	11am-12pm										
				ABC15 News at 11AM												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--		3	\$150.00			0.00						
N 9	KNXV	09/04/12	09/10/12	M-F 2pm-3pm	CM	2pm-3pm										
				General Hospital												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--		3	\$200.00			0.00						
N 10	KNXV	09/04/12	09/10/12	M-F 3pm-4pm	CM	3pm-4pm										
				(3:00 PM-3:30 PM)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--		4	\$250.00			0.00						
N 11	KNXV	09/04/12	09/10/12	M-F 430pm-5pm	CM	430pm-5pm										
				M-F 430pm-5pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--		5	\$450.00			0.00						
N 12	KNXV	09/04/12	09/10/12	M-F 4pm-430pm	CM	4pm-430pm										
				4PM News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--		5	\$350.00			0.00						
N 13	KNXV	09/04/12	09/10/12	M-F 5pm-530pm	CM	5pm-530pm										
				M-F 5pm-530pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--		5	\$450.00			0.00						
N 14	KNXV	09/04/12	09/10/12	M-F 6pm-630pm	CM	6pm-630pm										
				M-F 6pm-630pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--		5	\$450.00			0.00						
N 15	KNXV	09/09/12	09/09/12	Su 5pm News	CM	5pm-530pm										
				SU 5pm-530pm News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--		1	\$250.00			0.00						



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Hiatus Dates

Advertiser: Carmona / Democrat / U.S. Product Carmona for Arizona

Order Sep 00:20:00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
N15	KNXV	09/09/12	09/09/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	-----S		1	\$250.00		0.00						
N16	KNXV	09/04/12	09/10/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	MTWTF--	:30	5	\$750.00	P-3	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	MTWTF--		5	\$750.00		0.00						
N17	KNXV	09/10/12	09/10/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$2,000.00	P-6	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	M-----		1	\$2,000.00		0.00						
N18	KNXV	09/04/12	09/04/12	Tuesday Prime C Tuesday Prime C	CM	9pm-10pm	-T-----	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	-T-----		1	\$3,000.00		0.00						
N19	KNXV	09/05/12	09/05/12	Wednesday Prime B Wednesday Prime B	CM	8pm-9pm	--W----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	--W----		1	\$3,500.00		0.00						
N20	KNXV	09/06/12	09/06/12	Thursday Prime A Thursday Prime A	CM	7pm-8pm	---T---	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	---T---		1	\$3,500.00		0.00						
N21	KNXV	09/09/12	09/09/12	Sunday Prime 8-10pm Sunday Prime 8-10pm	CM	8-10pm	-----S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	-----S		1	\$3,000.00		0.00						
N22	KNXV	09/04/12	09/10/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF--	:30	4	\$850.00	P-3	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	MTWTF--		4	\$850.00		0.00						
N23	KNXV	09/04/12	09/10/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	MTWTF--	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	MTWTF--		2	\$350.00		0.00						
N24	KNXV	09/08/12	09/08/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	-----S-		1	\$450.00		0.00						
N25	KNXV	09/09/12	09/09/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	-----S		1	\$850.00		0.00						
N26	KNXV	09/04/12	09/10/12	M-F 1236am-110am M-F 1236am-110am	CM	1236am-110am	MTWTF--	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	MTWTF--		1	\$125.00		0.00						
N27	KNXV	09/04/12	09/06/12	2012 National Convention 2012 National Convention	CM	7p-8p	-TWT---	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	-TWT---		1	\$2,000.00		0.00						



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Contract / Revision 309737 Flight Dates 09/04/12-09/10/12Hiatus DatesOriginal Date / Revision 08/30/12 / 08/30/12Order Sep 00:20:00Advertiser Carmona / Democrat / US S Product Carmona for ArizonaEstimate # 1709

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
N27	KNXV	09/04/12	09/06/12	2012 National Convention	M	7p-8p	- TWT - -	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00	
2012 National Convention																
Start Date	End Date	Weekdays		Spots/Week		Rate	Rating									
Week: 09/04/12	09/10/12	- TWT - -		1	\$2,000.00	0.00										

*Tax 1 Note: Tax 0.5%.

Totals 72 \$41,450.00